

## **ADVERTISING METHOD AND PRODUCT**

The present patent application is based on and claims priority from United States Provisional Patent Application, Serial Number 60/222,641 filed on August 3, 2000.

5 The present invention relates generally to a novel and unique advertising method and a container product utilized therefor.

In particular, the present invention relates to a method of advertising for two or more parties and/or companies, and a shipping/packaging container product utilized therefor.

### **Background of the Invention**

The relevant art is exemplified by the following United States patents.

United States Patent 290,179 issued in 1883 to D'Opdorp entitled "ADVERTISING LETTER PAPER AND ENVELOPE" discloses a letter-paper sheet provided with advertisements which can be removed before the letter is folded and mailed.

United States Patent 1,424,356 issued in 1922 to Healy entitled "CONTAINER FOR HOLDING BANK BILLS" discloses a package for a product, for example, a bank bill, wherein the package has a transparent portion to permit the product to be seen. Advertising material is associated with the transparent portion so that the sight of the product in the package will attract the eye of the viewer to

the advertising material.

United States Patent 1,870,974 issued in 1932 to Transue entitled "ADVERTISING DEVICE" discloses a product with replaceable advertisements, which advertisements become best visible when the product is used.

5 United States Patent 2,651,862 issued in 1953 to Fine entitled "DISPLAY DEVICE" discloses an advertising display device for affixation to a carton by predetermined tabs, lips, and/or tucking arrangements.

10 United States Patent 5,820,165 issued in 1998 to Verenski and entitled "FOLDING CARTON WITH ATTACHMENT AND COVER" discloses a carton suitable for advertising and promotional needs wherein a product is placed within the carton, and advertising is attached to the outside of the carton.

15 In addition, Kenichi Japanese Patent Abstract Publication No. 10118326 A published in 1998 and entitled "METHOD FOR ADVERTISING BY MEANS OF PACHINKO BALL BOX" discloses a method of providing an advertising place at an easy-to-read angle by displaying various kinds of software on faces of a pachinko box which has not previously been used as an ad space.

20 None of the conventional devices and techniques contemplate or disclose a method of advertising wherein a shipping/packaging container product provides for a first advertisement of a first party who owns said shipping/packaging container product, and provides for a second advertisement of a second party who is separate and distinct from said first party.

Indeed, a desideratum of the present invention is to avoid the animadversions of the conventional devices and techniques. It would thus be desirable to provide a novel and unique advertising method and product which, in addition to eliminating or avoiding the problems and disadvantages attendant to the conventional devices and techniques, provides very new and desirable features.

### **Summary of the Invention**

The present invention provides a novel and unique method of advertising, comprising the steps of: providing a shipping/packaging container product, such as a carton; providing on a first predetermined area of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product; and providing on a second predetermined area of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party.

The present invention also provides a novel and unique shipping/packaging container product, comprising: a shipping/packaging container body structure; a first predetermined area on said shipping/packaging container body structure having within said first predetermined area a first advertisement of a first party owning said shipping/packaging container; and a second predetermined area on said shipping/packaging container body structure having within said second predetermined area a second advertisement of a second party separate and

distinct from said first party.

It is a primary object of the present invention to provide a novel and unique method of advertising and a container as described hereinabove wherein there is utilized the otherwise "blank" spaces on the fronts, sides, backs, etc. of corrugated or chipboard shipping/packaging cartons.

Another object of the present invention is to provide a novel and unique method of advertising and a container as described hereinabove wherein the above-mentioned "blank" spaces would be utilized for graphics and text, i.e., advertisements.

It is yet a further object of the present invention is to provide a novel and unique method of advertising and a container as described hereinabove wherein part of the uniqueness resides in the feature that the second advertiser would not be affiliated in any way with the company whose cartons are being used for shipping or retail or wholesale packaging purposes.

An additional object of the present invention is to provide a novel and unique method of advertising and a container as described hereinabove wherein the type of advertising could apply to any type of company which chooses to advertise products or services (other than their own) on unaffiliated packaging.

These and other objects, advantages and features of the present invention will become apparent to those persons skilled in the art and to others when reading the following detailed description in conjunction with the accompanying

5 drawing.

#### Brief Description of the Drawing

10 The drawing illustrates a perspective view of a preferred embodiment of the present invention.

#### Description of a Preferred Embodiment of the Invention

15 The drawing illustrates a preferred embodiment of the present invention comprising a shipping and/or packaging container or carton 1 having six external surfaces 2, 3, 4, 5, 6 and 7.

20 The container 1 may take any conceivable size and/or shape, even though the particular shape illustrated in the drawing is that of a rectangular parallelepiped.

25 Preferably, but not necessarily, the carton 1 would be owned by a first party or company, such as "Argent" as shown in the drawing. The carton 1 would be provided with one or more first predetermined areas, such as areas 8, 9, 10 and 11, which are disposed on one, more and/or all of the six external surfaces 2, 3, 4, 5, 6 and/or 7 of the carton 1 for accommodating one or more first advertisements of Argent.

30 Such advertisements of Argent may preferably, but not necessarily, include: a portion 12 for text such as, for example, "For Product Inquiries Call"; a portion 13 for telephone information text such as, for example, "(800) 983-9890"; portions 14, 15 and 16 for text and/or graphics such as, for example, "we fix stuff with

tape™"; a portion 17 for website information such as, for example, "www.argent-  
automotive.com"; etc.

The carton 1 would further be provided with one or more second  
predetermined areas, such as areas 18 and 19, which are disposed on one, more  
5 and/or all of the six external surfaces 2, 3, 4, 5, 6 and/or 7 of the carton 1 for  
accommodating one or more second advertisements of second party or company  
which is separate and distinct from and not affiliated in any way with the first  
company (e.g., Argent).

Such second advertisements of such second company may preferably, but  
10 not necessarily, include portions 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32  
and 33 for accommodating advertising text and/or graphics.

In accordance with present invention, this novel and unique method of  
advertising utilizes otherwise "blank" space on the front, back, sides, top, and/or  
bottom of, for example, corrugated or chipboard shipping/packaging cartons 1.  
15 Such "blank" space would be utilized for graphics and text, i.e., advertisements.

One of the salient features of the present invention is that the advertiser  
(i.e, said second party or company) would not be affiliated in any way with the  
company (i.e., said first party) whose carton or containers 1 are being used for  
shipping or retail (or wholesale) packaging purposes. For example, 3M Company  
20 would utilize Argent Automotive Systems' shipping cartons 1 for advertising  
opportunities.

The advertising space would be allotted by Argent to 3M. Preferably, but not necessarily, 3M would directly provide the text and graphic files to Argent, and allow Argent to determine the most preferable location or locations on the chosen carton/carton size. In addition, Argent would preferably, but not necessarily, be allowed input on advertisement design and messaging.

This type of advertising could apply to any type of company which chooses to advertise products and/or services (other than their own) on unaffiliated packaging.

In accordance with the present invention, the advertisements would be printed on areas of shipping/packaging cartons or other types of containers 1 which would otherwise be blank or void of any printed detail. The size of the advertisements would be determined by container or box size and advertiser/carton user discretion.

The placement of the advertisements would preferably, but not necessarily, be determined by the company whose boxes or containers 1 are being utilized for shipping/packaging purposes.

The advertisements could be printed in four color or black and white, directly on the corrugated box surface, or as a printed laminate for corrugated surfaces for higher end graphic applications.

The preferred embodiment of the present invention as exemplified hereinabove and/or in the accompanying drawing is for illustrative purposes only.

The present invention may be embodied in a plethora of other specific forms without departing from the spirit or essential characteristics thereof.

The preferred embodiment disclosed hereinabove is therefore to be considered in all respects as illustrative only, and not restrictive.